

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance,
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 256888

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Elise Cloyd / Mentzer Media
Name

600 Fairmount Ave, Ste. 306 Towson, MD 21226
Address

Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER
ARE:

James L. Martin

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is _____.
- b. The candidate seeks election to the office of _____ in
the ☐ Primary Election, ☐ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is GO PLUS ASSOC.
- b. The Purchaser is _____.

NOTE: If the ad relates to an issue of state or local (not national) importance
and does not refer to a candidate, only this Form should be filed in the Political
File. Do not file the Order.



WKMG

ORDER

Flight Dates 08/22/12-08/28/12

Contract / Revision 256888 /
Original Date / Revision 08/14/12 08/14/12
Advertiser POL/60 Plus Association

Agency Mentzer Media Services
Buying Contact Elise Cloyd

600 Fairmount Ave., Ste 306
 Towson, MD 21286-1002

Product 60 PLUS ASSOC SENATE
Agency Com 15%
Billing Contact
 600 Fairmount Ave., Ste 306
 Towson, MD 21286-1002

Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate # 1907
Alt Order # 06277819
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A50+
Rev Codes AGY POL ISSUE
Product Codes PL-Issue
Priority P-3
Advertiser Ref

Primary Account Executive
 Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 9600

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	4	\$5,100.00	\$6,000.00	0.00	07/30/12	08/26/12	4	\$5,100.00	\$6,000.00
September 2012	2	\$3,060.00	\$3,600.00	0.00	08/27/12	08/28/12	2	\$3,060.00	\$3,600.00
Totals	6	\$8,160.00	\$9,600.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	08/23/12	08/24/12	M-F 11p News M-F 11p News	CM	11-1135p	---TF--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	---TF--		2				\$1,800.00		0.00			
2	WKMG	08/26/12	08/26/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----1		1				\$1,300.00		0.00			
3	WKMG	08/26/12	08/26/12	Face The Nation Face The Nation 1-hr	CM	1030-1130a	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----1		1				\$1,100.00		0.00			
4	WKMG	08/27/12	08/28/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00



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Print Date: 08/14/12

Page 2 of 2

Contract / Revision **256888** Flight Dates **08/22/12-08/28/12**

Hiatus Dates

Original Date / Revision 08/14/12/ 08/14/12

Order Sep 00:15:00

Advertiser **POL/60 Plus Association** Product **60 PLUS ASSOC SENATE** Estimate # **1907**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals			
														Spots	Amount		
4	WKMG	08/27/12	08/28/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week: 08/27/12		08/27/12	09/02/12	MT-----	2		\$1,800.00		0.00								
														Totals	6	\$9,600.00	

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance,
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 256885

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Elise Cloyd / Mentzer Media
Name

600 Fairmount Ave, Ste. 306 Towson, MD 21226
Address

Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

James L. Martin

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is _____.
- b. The candidate seeks election to the office of _____ in
the ☐ Primary Election, ☐ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is GO PLUS ASSOC.
- b. The Purchaser is _____.

NOTE: If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.



WKMG

ORDER

Print Date 08/14/12 Page 1 of 2

Flight Dates 08/15/12-08/21/12

Contract / Revision 256885 /

Original Date / Revision
08/14/12 08/14/12

Advertiser POL/60 Plus Association

Agency Mentzer Media Services

Buying Contact Elise Cloyd

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Product
60 PLUS ASSOC SENATE

Agency Com 15%

Billing Contact

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1906

Alt Order # 06277828

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A50+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 9600

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	6	\$8,160.00	\$9,600.00	0.00	07/30/12	08/21/12	6	\$8,160.00	\$9,600.00
Totals	6	\$8,160.00	\$9,600.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	08/16/12	08/17/12	M-F 11p News M-F 11p News	CM	11-1135p	---TF--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	---TF--		2			\$1,800.00			0.00			
2	WKMG	08/19/12	08/19/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----1		1			\$1,300.00			0.00			
3	WKMG	08/19/12	08/19/12	Face The Nation Face The Nation 1-hr	CM	1030-1130a	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----1		1			\$1,100.00			0.00			
4	WKMG	08/20/12	08/21/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



WKMG

Print Date: 08/14/12

Page 2 of 2

Contract / Revision **256885** Flight Dates **08/15/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/14/12/ 08/14/12

Order Sep 00:15:00

Advertiser **POL/60 Plus Association** Product **60 PLUS ASSOC SENATE** Estimate # **1906**

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
4	WKMG	08/20/12	08/21/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	2	\$1,800.00	P-3	0.00 NM	2	\$3,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MT-----	2		\$1,800.00		0.00						
													Totals	6	\$9,600.00